

MINUTES OF THE
FREMONT ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
THURSDAY, March 3, 2011, 8:00 A.M. – 9:30 A.M.
ARDENWOOD CONFERENCE ROOM
3300 CAPITOL AVENUE, BUILDING A

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1. **CALL TO ORDER** The meeting was called to order at 8:01 a.m.

2. **ROLL CALL**

Commissioners Present: Bonior (8:20 a.m.), Chang, Cox (8:07 a.m.), Dutra, Lee, Kraus (8:03 a.m.), and Tran

Commissioners Absent: None

Staff Present: Lori Taylor, Economic Development Director
 Hope Shapiro, Economic Development Coordinator
 Kim Marshall, Executive Assistant
 Wayne Morris, Senior Planner

3. **APPROVAL OF MINUTES**

The regular minutes of January 13, 2011 were approved. MSC Lee/Dutra, all ayes.

4. **PUBLIC COMMUNICATIONS**

None.

5. **COMMISSIONER/STAFF REPORT ON SECTORS**

Industrial

Director Taylor stated that Tesla is planning to begin production in early 2012. Centrosolar, a new company in Fremont, recently had a ribbon cutting. They are a warehouse distribution facility for commercial solar installers. Intematix, a LED company, is expanding, adding an additional 10,000 sf.

Commissioner Kraus said that on March 23 Amgen's Fremont location will officially become Boehringer Ingelheim. The majority of staff will retain their positions. The new company will be a contract manufacturer for Amgen, as well as other potential firms.

Retail

Commissioner Chang said that on March 24 Nordstrom Rack will be opening at Pacific Commons. Target is anticipating opening in March 2012.

Director Taylor said a small grocery store is looking at the former Barnes & Nobel space. City staff will be going to the ICSC Las Vegas RECon event in May and will be working to market the empty Borders location as well as promote other Fremont sites.

Chamber of Commerce/Business Associations

Commissioner Bonior talked about the Community Resource Fair. It was well attended and had various workshops including "How to Start a Business".

Labor & Employment/Education

Commissioner Cox met with the U.S. Secretary of Commerce. She is compiling case studies from companies about their experiences dealing with intellectual property. She will be attending an Asia Pacific Economic Cooperation (APEC) meeting with the ministries of trade from various countries.

6. COMMISSIONER/STAFF REPORT ON CORPORATE SITE VISITS

None.

7. COMMISSIONER/STAFF REPORT ON EDAB, JVSJ, OTHER MEETINGS

Commissioner Dutra said that the February Economic Forecast Event was very informative. Director Taylor stated that the presentation slides can be found on the City's website under Business News.

8. SCHEDULED ITEMS

8.1 Midtown Project

Senior Planner Wayne Morris gave an update presentation on Midtown Fremont – Community Plan & Design Guidelines. The focus on 100 acres includes the area framed by Paseo Padre Parkway, Fremont Boulevard, Walnut Avenue, and Mowry Avenue. In this area, the City owns 20

acres. HOK is a consultant on the project and TMG is the development partner. The focus on this area is on economic development, transit-oriented development, and sustainability. The project is designing new development guidelines to increase density and promote a mix of uses, at developing new streets including a Middle Road with a connector to BART, new signage guidelines, shared parking garages, and 700 on street parking spaces. The current development in this area is 1.1 million square feet and the new development potential will be 3.4 million square feet due to the new standards.

After more refinement and community input, this plan will be considered by Council in early fall.

8.2 Warm Springs/South Fremont Studies Update

The EDA Grant was awarded to create a Reuse & Revitalization Strategy and includes four studies. Since Union Pacific has purchased 167 key acres, the studies were paused. The Land Use Alternatives will likely change to reflect increased rail uses. The City has begun a preliminary Air Quality Analysis which should be complete by May 2011. In April, elected officials and City of Fremont staff will go to Omaha to discuss the future uses and to share our vision of the area.

9. FUTURE AGENDA ITEMS

10. ADJOURNMENT The meeting was adjourned at 9:38 a.m.